

# to treatin' with Food Giant's LOW PRICED SPECIALS!



Food Giant "Banquet Perfect." Elegant any occasion!

- House**
- Steaks**
- Steaks**
- Round**
- Cubed Steak**

**Top Sirloin**  
**\$1.27**  
LB.

**98¢**

**89¢**

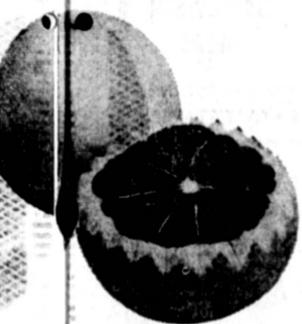
**98¢**



EXTRA-FANCY NORTHWEST-SCHOOL-BOY SIZE

**Delicious APPLES**

**4** pound cello bag **29¢**



NEW CROP SWEET  
**FLORIDA GRAPEFRUIT**  
**8 for \$1**

TREE-RIPENED  
**SWEET PERSIMMONS**  
**15¢** lb

EXTRA-FANCY WINTER NELIS  
**Pears**  
**2 lbs. 25¢**  
FRESH, TENDER NORTHERN  
**Broccoli**  
**10¢** lb.

U.S. No. 1 Sweet  
**Brown Onions** 5¢  
Snow White Cello Wrapped Northern  
**Cauliflower** 19¢ ea.  
New Crop Magnolia—8-oz. cello bag  
**Dried Apricots** 29¢

Mann's. In the spirit of the season, serve this refreshing drink!

**APPLE CIDER** 69¢

Yellow Cling Halves or Slices... fine fruit for delicious concoctions! large 2 1/2 can

**HUNT'S or LIBBY'S PEACHES** 25¢

Golden Grain. Popping corn is great fun for the whole family! 2-pound package

**TASTY POPCORN** 25¢

A delicious assortment of dessert cakes! regular size frozen (Coffee Cakes, 89¢)

**SARA LEE CAKES** 79¢

In our Liquor department (Half gallon \$1.30) fifth—

**GIBSON HARD CIDER** 59¢

**SAVE 50%**  
COMPLETE SET OF  
STEEL COOKWARE

**ITEM OF THE WEEK**  
2 1/4-Qt. Covered Saucepan  
\$4.95 Value **\$2.00** With \$5 purchase (including milk, dairy products & liquor)

November 3th, 2 1/4-Qt. Covered Saucepan ... \$4.95 \$2.99  
November 13th, 3-Qt. Covered Saucepan ... \$5.45 \$3.99  
November 19th, 10-inch Covered Skillet ... \$7.95 \$4.99  
November 26th, 4 1/2-Qt. Covered Dutch Oven ... \$4.75 \$4.49  
Still Available: 1-Qt. Covered Saucepan ... \$4.25 \$1.99

CAMPBELL'S  
**TOMATO SOUP**  
6 10-oz. can **59¢**

CAMPBELL'S  
**MEAT VARIETIES**  
6 reg. size **89¢**

**STAINLESS STEEL KNIVES**

Now you can complete your set! Earlier we offered a roast slicer, butcher knife, ham slicer and French cooking knife. To enable you to complete your 6-piece set, all pieces are now available, including a utility knife and a paring knife, at the same low price!

**39¢**  
with \$5.00 purchase (Excluding milk, dairy products, and liquor)

## Assignment TV

By TERRENCE O'FLAHERTY

My acquaintance with the chairmen of the boards of large companies is limited. Limited, that is, to Robert W. Sarnoff, the COB of NBC. It's always nice to start at the top and work downward.

The work started at Jack's Restaurant here in San Francisco recently. Sarnoff was on his way to Tokyo to fully enjoy one of the plums plucked by his network this season—the exclusive television rights to the Olympic Games.

I have no idea what Chairman Sarnoff is like when he is presiding at the board in Radio City, but as a person he is pleasant and somewhat shy—if it's possible for a Harvard man to be shy. The network and its associations which he controls are vast. His responsibility to the people, the stockholders, the FCC, the sponsors and the Nation are awesome—and not necessarily in that order of importance to him.

"THERE ARE a lot of wild horses at NBC, all going in different directions," confided an insider recently. If this is true, one of the wild horses is NBC News, and the direction it is going is to the top in the TV world.

"Our main problem is to get our entertainment schedule into as great public favor as our news department," said Sarnoff, a little wistfully, I thought.

The NBC image has always been one of solidarity with a heavy imprint of culture due to Toscanini and the NBC Symphony, NBC Opera Theater, and more recently, things like "Shakespeare, Soul of an Age," and Hallmark Hall of Fame. In a decade when situation comedy is in high public favor, NBC would probably just as soon exchange the dignified image for the current CBS image of money.

"National Broadcasting Co. is low on situation comedies this season, but we are getting into the field in a new way with "90 Bristol Court," continued Sarnoff. "Our programs are geared to the young-family audience; therefore we don't have the kid attractions."

NATIONAL Broadcasting's big audience shows this season are all old, solid and established—or so Sarnoff put it—"the kind that don't often attract the columnists." He was referring to "Bonanza," "Bob Hope Chrysler Theater," "Walt Disney" and "The Virginian."

On ratings: "The same techniques are used to determine the cost of living

which influences many labor contracts. The political surveys we read about are based on the same techniques used by the TV ratings, yet you never hear them criticized for their small, public-sample size."

On the possibility of a Made-in-Japan color-television set being marketed in the United States: "They cannot get the price down and they are still using mostly U. S. parts. Even when they're ready, it will be no problem because the supply still cannot meet the demand here even now with three other manufacturers outside of RCA marketing color tubes and sets."

ON CREATIVITY: "In the public's mind a network's creativity is associated with the number of hits it has in the top ten. This is unfortunate because you can have a hit that was brought to you, created entirely on the outside." (The only NBC shows to ring the top-20 bell this season so far are "Bonanza" and Bob Hope.)

On Pay TV: "Our idea is this: The kind that is telecast is a misuse of the air. We haven't opposed the wired kind like subscription TV. It already has enough problems supplying the programs. They may be lucky if the California referendum goes against them in November."

"They'll have a good excuse. Weaver (Sylvester L. Weaver, president of Subscription Television, Inc.) is well aware of the millions of dollars and the years put into black-and-white development in his day at NBC. He should not complain about lack of time."

### Herman Weston Named District Office Manager

Herman Weston, 24413 Ocean Ave., has been named western regional manager for the new regional office of UGC Instruments, Inc., a wholly-owned subsidiary of United Gas Corp., Shreveport, La.

Weston is a graduate of the University of California at Los Angeles. Prior to joining UGC Instruments, he was product manager for Packard Bell Computer Division.

The new regional office will serve a 10-acre area in the Southwest United States.

### Balanced Power Homes, Apartments Set Pace

Construction of Balanced Power homes and apartments continues to set the pace for residential building in Southern California, according to statistics compiled by the Southern California and Southern Counties Gas Co. during the first half of 1964.

F. L. Mattox, Southwest division sales manager for the Southern California Gas Co. in Inglewood, reported that Balanced Power homes accounted for more than 75 per cent of all single family homes and apartments built in the utilities' serving areas in the six-month period.

IN THE SOUTHLAND area, Mattox said more than 86,700 residential units were started from January through June of this year. Of this number, 65,025 were Balanced Power homes and apartments.

The sales manager pointed out that nearly 300,000 gas-equipped homes and apartments have been built, sold and rented to Southland residents since the Balanced Power program was introduced by the two utilities in early 1961. "These homes represent an investment in excess of \$4 billion," he stated.

EXPLAINING the program, the sales manager said, "Balanced Power homes are designed to make use of both gas and electricity—each doing the household job it does best. These homes feature modern gas appliances for cooking, heating, water heating and clothes drying. Adequate wiring and plenty of outlets are provided for plug-in appliances."

Combined service territory of the two gas distributing firms extends roughly from Paso Robles and Visalia on the north to the Mexican border on the south, excluding San Diego County and the cities of Long Beach and Bakersfield.

**DOROTHY DIGS**  
in the garden

This is the time of year when the shortened day and cooler nights make one feel that the plants and soil do not need to be watered. But unless we do have unexpected rains, your watering program should be continued until real winter rains begin.

Give your garden—both lawn and shrubs—a fall fertilizing, preferably with a fertilizer containing cneated Iron, Manganese and Zinc. At the same time, check carefully for insects that are still active. If you see them or see holes in your leaves, spray them with a combination for both sucking and chewing insects. This will get them all. There is nothing that spoils the the looks of your garden more than holes in the leaves of your favorite plants.

This is also the time when you may find ants appearing after you thought you had them under control. Chlor-dane or Dieldrin will take care of them. Spray directly on the nests and along runs where they are traveling.

### DELIGHTFUL DELICATESSEN

**WALKER'S WAFERS** 12-oz. pkg. **39¢**

**Assorted Dips** 7 1/2-Oz. Carton **35¢**

**Crocker Cookies** **45¢**

4 Big Sale Days Thurs.-Sun., Oct. 29-Nov. 1

- In North Torrance 4848 West 190th St. at Anza
- In Manhattan Beach 2400 Sepulveda at Main
- In Torrance 3731 Pacific Coast Highway
- In Gardena 14990 Crenshaw Blvd.
- In Hawthorne 423 S. Hawthorne Blvd.
- In San Pedro 2849 Western Ave.

**FOOD GIANT**

BLUE CHIP STAMPS